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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/575,894	05/22/2000	Phillip G. Rorex	9623/179	2173

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CHICAGO, IL 60610

EXAMINER

PHAM, KHANH B

ART UNIT	PAPER NUMBER
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2177

DATE MAILED: 05/24/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Advisory Action

Application No.

09/575,894

Applicant(s)

ROREX ET AL.

Examiner

Khanh B. Pham

Art Unit

2177

--The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

THE REPLY FILED 06 May 2004 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE. Therefore, further action by the applicant is required to avoid abandonment of this application. A proper reply to a final rejection under 37 CFR 1.113 may only be either: (1) a timely filed amendment which places the application in condition for allowance; (2) a timely filed Notice of Appeal (with appeal fee); or (3) a timely filed Request for Continued Examination (RCE) in compliance with 37 CFR 1.114.

PERIOD FOR REPLY [check either a) or b)]

- a) ☒ The period for reply expires 3 months from the mailing date of the final rejection.
- b) ☐ The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection. ONLY CHECK THIS BOX WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

1. ☐ A Notice of Appeal was filed on _____. Appellant's Brief must be filed within the period set forth in 37 CFR 1.192(a), or any extension thereof (37 CFR 1.191(d)), to avoid dismissal of the appeal.
2. ☐ The proposed amendment(s) will not be entered because:
- (a) ☐ they raise new issues that would require further consideration and/or search (see NOTE below);
- (b) ☐ they raise the issue of new matter (see Note below);
- (c) ☐ they are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
- (d) ☐ they present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: _____

3. ☐ Applicant's reply has overcome the following rejection(s): _____.
4. ☐ Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).
5. ☒ The a) ☐ affidavit, b) ☐ exhibit, or c) ☒ request for reconsideration has been considered but does NOT place the application in condition for allowance because: See Continuation Sheet.
6. ☐ The affidavit or exhibit will NOT be considered because it is not directed SOLELY to issues which were newly raised by the Examiner in the final rejection.
7. ☐ For purposes of Appeal, the proposed amendment(s) a) ☐ will not be entered or b) ☐ will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.

The status of the claim(s) is (or will be) as follows:

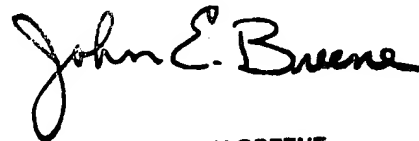
Claim(s) allowed: _____.

Claim(s) objected to: _____.

Claim(s) rejected: _____.

Claim(s) withdrawn from consideration: _____.

8. ☐ The drawing correction filed on _____ is a) ☐ approved or b) ☐ disapproved by the Examiner.
9. ☒ Note the attached Information Disclosure Statement(s) (PTO-1449) Paper No(s). 15.
10. ☐ Other: _____



JOHN BREENE

SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2100

Continuation of 5. does NOT place the application in condition for allowance because:

Claims 1, 3-16, 18-22 are rejected under 35 U.S.C. 102(e) as being anticipated by Ryan et al (US 6,421,675 B1

As per claim 1, Ryan teaches a method of generating a search result list, the method comprising:

"receiving a search request from a searcher" at Col. 4 lines 30-32 and Fig. 1A, step 18;

"in a pay for placement database including a plurality of search listings identifying search listings generating a match with the search request" at Col. 4 lines 32-36 and Fig. 1A, step 20;

"in a related search database including related search listings generated from the pay for placement database, identifying related search listings relevant to the search request" at Col. 4 lines 42-52 and Fig. 1, steps 32 and 38;

"searching an inverted index of data obtained using the plurality of search listings of the pay for placement database" at Col. 27 lines 55-67 and Tables 3, 10;

"searching meta-information obtained by analyzing the plurality of search listings of the pay for placement database to determine information and relationships present in the search listing" at Col. 31 lines 25-50

"returning a search result list to the searcher including the identified search listings and one or more of the identified related search listings" at Col. 5 line 55-65 and Fig. 1, steps 22, 24, 26, 32 and 38.

Claims 23-25 are rejected under 35 U.S.C. 102(e) as being anticipated by Goodman (US 5,999,929 A)

As per claim 23, Goodman teaches a method for searching data in a database including Internet data from Internet web sites, the method comprising:

· "forming a list of uniform resource locators (URLs) associated with internet web sites to be accessed" at Col. 3 lines 10-15;

· "removing duplicate URLs from the list if a URL on the list is similar to another URL on the list" at Col. 5 lines 10-20;

· "determining if a URL on the list is similar to another URL on the list; if the URL is not similar to another URL on the list, adding the URL to a list of URL to be crawled" at Col. 5 lines 10-20;

· "if a URL on the list is similar to another URL on the list, crawling a predetermined number of potentially duplicate URLs; comparing bodies of the URL on the list and the potentially duplicate URLs" at Col. 4 line 60 to Col. 5 line 4;

· "if the body of the URL on the list is similar to the body of the potentially duplicate URL, suspending crawling of the potentially duplicate URLs, and storing the body of the URL on the list in the database for subsequent search" at Col. 7 lines 50-60.